



Advertiser's Kit

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About	3
What is Market Angel?	3
Making the Most of Your Market	3
The Market Angel Difference	3
Audience & Reach	4
Who Visits Market Angel?.....	4
Reach - Statistics.....	4
Testimonials	5
Rates	6
Contact	8

About



What is Market Angel?

Market Angel is the number one online destination for market-lovers to stay up to date on the latest markets Australia-wide. Thanks to Market Angel, market organisers, stall and product owners can connect with shoppers interested in the market scene, increase awareness and drive traffic.

At Market Angel we are passionate about showcasing the very best that the industry has to offer and making sure that patrons never miss a market again. Handmade, children's, preloved... Market Angel is the site to search.

Making the Most of Your Market

Advertising on Market Angel means that your market will be made readily accessible to your target audience. We have made our site comprehensive and user-friendly; all the info a patron needs to know is at their fingertips. As a result, making the decision to attend your market will be natural and easy.

Users will be able to connect with your market via the following website features:

- Market Calender: Users can search for markets based on dates.
- Markets Map: Users can locate markets on a local map.
- Weekly Market Alert: Users can sign up to receive a weekly e-newsletter detailing markets on that week.

The Market Angel Difference

As a premium, paid advertising site, Market Angel ensures that all market information is up-to-date and correct at all times. You can be certain that all market information provided is uploaded to the website in a timely and efficient manner.

Unlike some of the free online market directories around, at Market Angel, we pride ourselves on providing accurate information and personal service which results in satisfied patrons returning to the site time and again. Market Angel does not source and publish market information from other websites. We are trusted by patrons and can therefore be relied upon by advertisers.

Audience & Reach

Who Visits Market Angel?



Market Angel primarily attracts market-lovers who are interested in finding out the latest information on the market scene. In addition, Market Angel is also frequented by businesses seeking markets to attend to sell their products.

Audience Profile – The Typical Market Angel User*:

- 93% of users are female
- 50% of users are aged 25-34 and a further 30% are 35-44
- The average user has children
- The average user browses from home

* Stats from Facebook insights and alexa.com

Reach - Statistics

We reach our audience via the website, our weekly newsletter, Facebook and Twitter. Our reach is continuously growing and our stats are climbing. As of 21 October 2011 our stats are:

Website:

- 3,823 Unique visits
- 120,33 Visits per day
- 13,881 Page Views
- 68% of our visits are new visits.

Social Media & Newsletter:

- Market Alert E-newsletter Subscribers: 2826
- Facebook Likers: 4266
- Twitter Followers: 428

We actively engage with our audience via each of these channels to ensure that they are up to date with the latest market info and your market is top of mind.

Testimonials



Market Angel makes a difference to both market-lovers and advertisers. We are constantly receiving great feedback from happy customers. Read what some of them have to say below.

“By using the Market Angel website, we have found that through widening our exposure to potential customers who never knew anything about BrisStyle or our events, we have encouraged more customers to come along to our markets and view our website after viewing our listings on the Market Angel Website. We highly recommend this site, especially if you are a new market just starting out.”

- Belinda Harris (BrisStyle inc.) -

BrisStyle Indie Designers Market | BrisStyle Indie ECO Market | BrisStyle Indie Mother and Child Market | BrisStyle Indie Twilight Market



“As a market lover it's a great site, easy to use and up to date. As a business owner people discovered us from all over Australia through Market Angel. As people they were supportive and friendly to deal when I was starting out, angels!”

- Prue Read - Yellow Brick Road Market - an online market for beautiful handmade or unique children's products.



“Since finding Market Angel I have realised it's not just a website but more of a community for people like myself as an organiser, stall holders but even more for people who love market shopping. Head Angel has been an amazing support for my business since launching in 2010 and to be honest a great asset to myself, stall holders and the communities at where the markets are held.

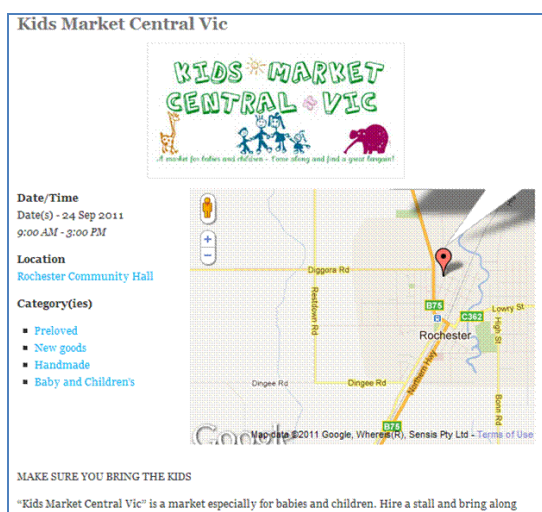
The features that the site offers all parties is more than I could ever expect. Thankyou Market Angel for everything you have done to get markets to where they are today. I look forward to working with you into the future. “

-Bree McMahan - Kids Market Central Vic

Rates

At Market Angel, it is our mission to connect markets & brands with all market-lovers. We offer a range of advertising options to suit all businesses, budgets and objectives.

Market Date listing - \$25 (per market date)



The screenshot shows a market listing for 'Kids Market Central Vic'. At the top is a logo with the text 'KIDS MARKET CENTRAL VIC' and a tagline 'A market for babies and children - Come along and find a great bargain!'. Below the logo, the listing details are as follows:

- Date/Time:** Date(s) - 24 Sep 2011, 9:00 AM - 3:00 PM
- Location:** Rochester Community Hall
- Category(ies):**
 - Preloved
 - New goods
 - Handmade
 - Baby and Children's

A map shows the location in Rochester, Victoria, near Diggers Rd and Dingee Rd. At the bottom, there is a note: 'MAKE SURE YOU BRING THE KIDS' and a description: 'Kids Market Central Vic' is a market especially for babies and children. Hire a stall and bring along

Perfect for any market seeking exposure and increased traffic

Included:

- A listing on our market calendar
- The market date will be listed in our Weekly Market Alert newsletter in the week leading up to the market.
- The market will be eligible to be on our Market of the Week page.
- The location of the market will be displayed on the Markets Map

Special Discount!

Book 5 market dates for the price of four and pay only \$100 – save \$25!

Banner Advertising

Ideal for businesses that want to make a visual impact and drive clicks

- **Option 1:** One 468x60px ad in the top right hand corner - \$60 per month. This ad will be displayed on all pages at all times. May be animated.



- **Option 2:** Six 125x125px ad spaces in the right hand sidebar - \$30 per month each. There will be up to ten ads rotating through these six spaces. May be animated.



Weekly Market Alert Advertising

Be top of mind to shoppers who actively seek out weekly market dates and product info

There are two options for advertising in our Weekly Market Alert (newsletter):

- **Option 1:** Four 125x125px banner ads - \$30 per month each. Static ads being rotated each week so that each has a week in the top position.



- **Option 2:** Advertorial - \$30 per month. One logo or image and up to 100 words.



Contact

Make your market top of mind to all the market-lovers out there!

Contact Market Angel to discuss your advertising needs today.

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<http://www.marketangel.com.au>

<http://www.facebook.com/MarketAngel>